(i) Revised production guidelines with emphasis on greater public-private partnership in spheres of production, marketing and distribution.

(ii) Enhanced marketing efforts in the area of exports and technical services with a view to augmenting the Corporation's revenue under these streams.

(iii) Sustained efforts for recovery of outstanding dues.

(d) No, Sir.

(e) Does not arise.

Strengthening of Prasar Bharati

†1096. SHRI MANGANI LAL MANDAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a comprehensive scheme has been formulated for the purpose of strengthening the Prasar Bharati; and

(b) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b)ACommittee was constituted on 30-3-2005 by the Government for suggesting a viable capital and financial structure for Prasar Bharati to strengthen its functioning. The Committee has dealt the deliberated on the restructuring options available and submitted its Report to the Government. Its Recommendations are currently before the Group of Ministers, constituted by the Government to examine various issues pertaining to the functioning of Prasar Bharati.

Collecting of money by paid channels

1097. SHRIMATI PREMA CARIAPPA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that India is the only country where pay channels collect money from people as well as by advertisements;

(b) if so, the details thereof; and

(c) the steps taken to streamline the system?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) No, Sir. Such a system is prevailing in some other countries as well.

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†Original notice of the question was received in Hindi.